## Attorney Docket No.: SCEI 18.302 (100809-16225)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor : Ken KUTARAGI

Serial No. : 09/780,995

Filed : February 9, 2001

Title : IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS

ADVERTISING SERVER, AND PROGRAM-

TRANSFERRING MEDIUM FOR REALIZING IN-

CONTENTS ADVERTISING

Examiner : Raquel ALVAREZ

Art Unit : 3688
Confirmation No : 5881

March 9, 2010

Commissioner For Patents PO Box 1450 Alexandria, VA 22313-1450

## RESPONSE TO OFFICE ACTION

SIR:

In response to the Office Action of October 9, 2009, please note Customer No. 26304, please charge any fees, including any necessary extension fees, to Deposit Account 50-1290, please amend the application as follows: